From: Tucker-Potter, Stacy
To: Rellen Hayes
Subject: RE: Data Verification for Truman State University Alumni
Date: Thursday, September 05, 2019 2:27:00 PM

I think I'd change the first sentence to read "Truman State University has partnered with PCI to launch…"

I would move the hyperlink to follow that sentence. And say "To learn more about this project, go online to…"

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Thursday, September 05, 2019 1:56 PM
To: Tucker-Potter, Stacy
Subject: RE: Data Verification for Truman State University Alumni

Hi Stacy,

Yes, we are open to changes. We do try to keep a sense of urgency in the language of the outreach materials to maintain a high response. If the postcards and emails take a real soft approach, the response rate will drop off. Let me know if I can help.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com
www.publishingconcepts.com

Back-to-Back Winner! For two years in a row PCI has been named the "#1 Best Place to Work" in the state of Texas (The Texas Association of

Business and the publishers of *Texas Monthly*) and in Dallas-Fort Worth (*Dallas Morning News*). Research shows that a highly engaged workforce drives higher overall client satisfaction.

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Thursday, September 5, 2019 1:23 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: FW: Data Verification for Truman State University Alumni

Rellen,

This email came from our CIO who is requesting changes to the layout of the email to lend credibility to the project. Is it possible to make changes to what we have in place to increase the effectiveness of future communications?

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Liss, Donna
Sent: Thursday, September 05, 2019 10:20 AM
To: Tucker-Potter, Stacy
Subject: FW: Data Verification for Truman State University Alumni

Stacy,

I am not sure if you're still working on this project, but I thought I'd let you know that I received an email thinking that the alumni directory project request for information is a scam. (I am sure that we probably have others too, this one was just reported to me.)

I don't know if all of the emails have been sent out already, but you might want to consider moving the link to the Truman site up to the top of the email, and specifically note that Truman is working with Publishing Concepts on this effort.

I understand that the email may have already gone out, but it there is going to be a reminder, you might consider making this adjustment at that time.

Thanks, Donna

From: Hamilton, Joe
Sent: Thursday, September 05, 2019 8:05 AM
To: Liss, Donna <dliss@truman.edu>
Subject: FW: Data Verification for Truman State University Alumni

Thought I would let you know I got the message below.

Joe

Joe Hamilton, MA, LPC
Assistant Director
University Counseling Services
McKinney Center
Truman State University
Kirksville, Missouri 63501
6607854014
hamilton@truman.edu
he/him/his
Please note: Due to the non-secure nature of e-mail, the confidentiality of such communications cannot be ensured. Please use discretion when sending information that is sensitive in nature. Also, please note that we do not maintain 24-hour access to e-mail.

From: Dr. Ernie T. Hughes, Truman State University [mailto:noreply@publishingconcepts.com]
Sent: Wednesday, September 04, 2019 3:51 PM
To: Hamilton, Joe <hamilton@truman.edu>
Subject: Data Verification for Truman State University Alumni

IMPORTANT: Verification of Truman State University alumni data is now needed.
Please Call 1-866-538-6627 within 7 Days.

Joe,

Truman State University recently launched a comprehensive alumni data verification project.

We've assembled the information currently listed in our alumni files and now **need your help** to confirm the accuracy of your data and fill in any information gaps.

Up-to-date alumni information will be critical in assembling our upcoming alumni directory, developing career placement guides

ID#: 8973462

1-866-538-6627

Hours of Operation:

to benefit our students and alumni, and determining our ranking in national evaluations. If we do not hear from you, we are planning to print what we have on file.

Please call 1-866-538-6627 (toll free) to take care of this important matter today.

Your prompt assistance is greatly appreciated. Please call the Truman State University Hotline at 1-866-538-6627 to verify your data today.

For more information about the project, go to https://www.truman.edu/alumni-donors/alumni-directory-project/.

Bulldog Forever!

Sincerely,

Dr. Ernie T. Hughes
Vice President for University Advancement

Monday - Friday
7AM - 9PM (CT)

Privacy Policy | Unsubscribe
Publishing Concepts, 4835 LBJ Freeway Suite 1100, Dallas, TX 75244
This email was sent on behalf of Truman State University by Publishing Concepts. We received your email address from Truman State University for use only in conjunction with the Truman State University Alumni Directory project.
Click here to view this email online.

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